



REISSUE LITIGATION
13/Dupl AndltC
J. Smith
10/3/13

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Patent Application
for **Patent No. 5,711,100**

WILLIAM A. ELMER

Serial No. **10/098,648**

Filing Date: **March 15, 2002**

For: **VEHICLE ADVERTISING SIGN,
SYSTEM AND METHOD**

REISSUE LITIGATION

Mr. Brian Green
Examiner
Art Unit 3611

Mail Stop Reissue
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Sir:

AMENDMENT AND RESPONSE

Responsive to the Examiner's Office Action of June 12, 2003, please enter the amendments and remarks set out below together with the accompanying supplemental reissue declaration, proposed drawing changes, affidavits, enclosures and other supporting materials.

In the Specification

Please amend the specification in the '100 patent as follows:

Column 3, lines 10-18, please modify this paragraph to read as follows:

Magnet assembly **126** preferably comprises a coated dish-shaped metal housing **134** with lip **136**, which extends slightly beyond a corresponding magnet **138** to permit easier removal of advertising member **102** from the vehicle roof; that is, to

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